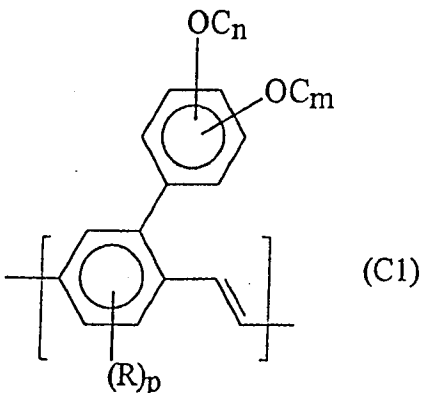


IN THE CLAIMS

Please amend the claims as follows:

Claims 1-12 (Cancelled)

13. (Currently amended) Aryl-substituted poly-p-arylenevinylene consisting of a repeating unit of the formula (C1),



in which  $-OC_m$  and  $-OC_n$  are alkoxy groups,  $m$  and  $n$  are integers from 2 to 6 with  $m + n = 8$ ,  $p$  is 1, 2 or 3 and in which  $R$  is  $CN$ ,  $Cl$ ,  $F$ ,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^2)-$  or  $-N(R^2)CO-$ ;

~~wherein  $R^1$  is a  $C_1-C_{20}$  alkylene group, in which one or more hydrogens are optionally substituted by  $F$  or a  $C_4-C_{12}$  aryl group and/or one or more non adjacent  $CH_2$  units are optionally substituted by  $C_4-C_{12}$  arylene,  $O$ ,  $S$ ,  $CO$ ,  $COO$ ,  $OCO$ ,  $SO$ ,  $SO_2$ ,  $N(R^2)$  or  $N(R^2)CO$ , and where  $R^2$  is  $C_1-C_{20}$  alkyl; and~~

~~wherein  $R^2$  is the same or different from  $R^1$  and constitutes a straight chain branched or cyclic  $C_1-C_{20}$  alkyl group or an  $C_1-C_{20}$  alkylene group, in which one or more hydrogens are optionally substituted by  $F$  or a  $C_4-C_{12}$  aryl group and/or one or more non adjacent  $CH_2$  units are optionally substituted by  $C_4-C_{12}$  arylene,  $O$ ,  $S$ ,  $CO$ ,  $COO$ ,  $OCO$ ,  $SO$ ,  $SO_2$ ,  $N(R^2)$  or  $N(R^2)CO$ , and where  $R^2$  is  $C_1-C_{20}$  alkyl.~~

wherein  $R^1$  and  $R^2$  are the same or different and constitute a

straight-chain branched or cyclic C<sub>1</sub>-C<sub>20</sub> alkyl group or together a C<sub>1</sub>-C<sub>20</sub> alkylene group, in which in C<sub>1</sub>-C<sub>20</sub> alkyl or C<sub>1</sub>-C<sub>20</sub> alkylene group one or more hydrogens are optionally substituted by F or a C<sub>4</sub>-C<sub>12</sub> aryl group and/or one or more non-adjacent -CH<sub>2</sub>- units are optionally substituted by C<sub>4</sub>-C<sub>12</sub> arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO<sub>2</sub>-, -N(R<sup>3</sup>) or -N(R<sup>3</sup>)CO-, and where R<sup>3</sup> is C<sub>1</sub>-C<sub>20</sub> alkyl, or in which R is a C<sub>4</sub>-C<sub>12</sub> aryl group which may or may not be substituted,

said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 45 h when said electroluminescent device is driven at a constant current, at an initial brightness of 200 Cd/m<sup>2</sup>, and at an ambient temperature of 80°C.-

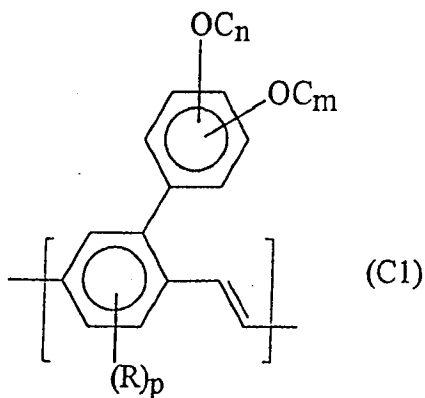
14. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein m = n.

15. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 13 wherein -OC<sub>m</sub> and/or -OC<sub>n</sub> is 2-methylpropyloxy.

16. (Previously presented) Aryl-substituted poly-p-arylenevinylene as claimed in claim 15 wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

17. (Currently amended) An organic electroluminescent device comprising:

an aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which  $-OC_m$  and  $-OC_n$  are alkoxy groups,  $m$  and  $n$  are integers from 2 to 6 with  $m + n = 8$ ,  $p$  is 1, 2 or 3 and in which  $R$  is  $CN$ ,  $Cl$ ,  $F$ ,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^2)-$  or  $-N(R^2)CO-$ , and wherein  $R^1$  and  $R^2$  are the same or different and constitute a straight-chain branched or cyclic  $C_2-C_{20}$  alkyl group or together a  $C_1-C_{20}$  alkylene group, in which  $C_1-C_{20}$  alkyl or  $C_1-C_{20}$  alkylene group one or more hydrogens are optionally substituted by  $F$  or a  $C_4-C_{12}$  aryl group and/or one or more non-adjacent  $-CH_2-$  units are optionally substituted by  $C_4-C_{12}$  arylene,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^3)$  or  $-N(R^3)CO-$ , and where  $R^3$  is  $C_1-C_{20}$  alkyl, or in which  $R$  is a  $C_4-C_{12}$  aryl group which may or may not be substituted;

said organic electroluminescent device being capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of  $200 \text{ Cd/m}^2$ , and at an ambient temperature of  $80^\circ\text{C}$ .

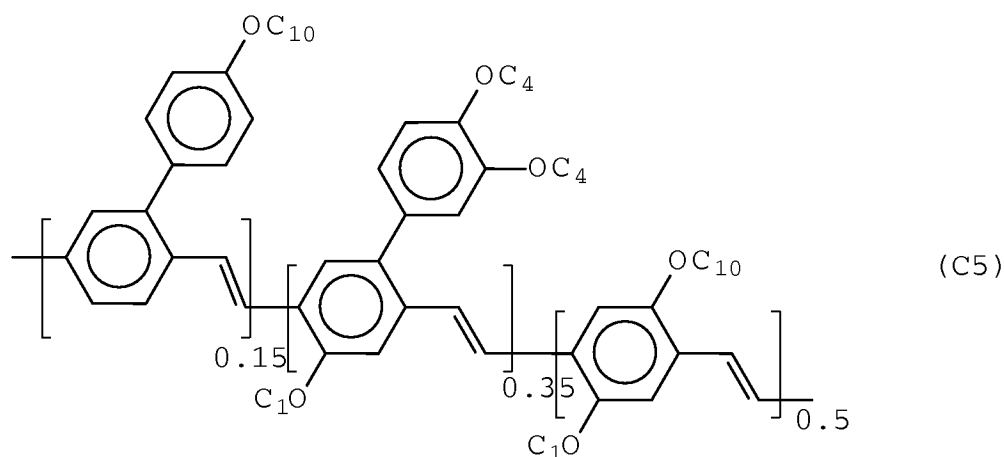
18. (Previously presented) An organic electroluminescent device according to claim 17, wherein  $m=n$ .

19. (Previously presented) An organic electroluminescent device

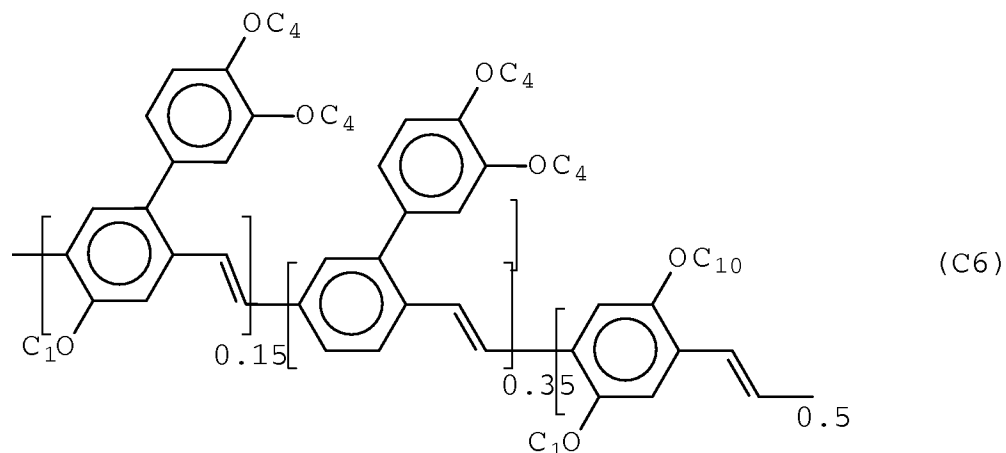
according to claim 17, wherein  $-OC_m$  and/or  $-OC_n$  is 2-methylpropyloxy.

20. (Previously presented) An organic electroluminescent device according to claim 19, wherein the repeating unit (C1) is a 2-(3',4'-bis(2-methylpropyloxy)phenyl)-1,4-phenylene vinylene repeating unit.

21. (New) An Aryl-substituted poly-p-arylenevinylene selected from the group consisting of polymers having the formulae:



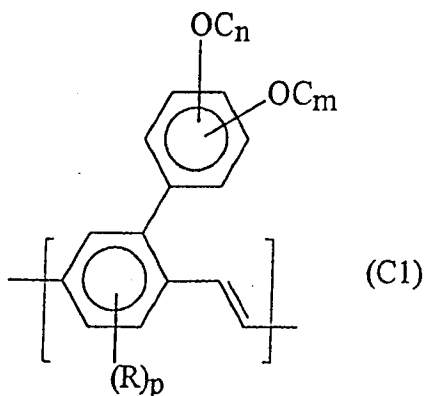
and



wherein  $\text{OC}_4$  is a 2-methylpropyloxy group and  $\text{OC}_{10}$  is a 3,7-dimethyloctyloxy group,  
 said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 800h when said electroluminescent device is driven at a constant current, at an initial brightness of  $100 \text{ Cd/m}^2$ , and at an ambient temperature of  $70^\circ\text{C}$ .

22. (New) An organic electroluminescent device comprising an aryl-substituted poly-p-arylenevinylene as claimed in claim 21 capable of providing a service life of at least 800h when driven at a constant current, at an initial brightness of  $100 \text{ Cd/m}^2$ , and at an ambient temperature of  $70^\circ\text{C}$ .

23. (New) An organic electroluminescent device comprising:  
 an aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),

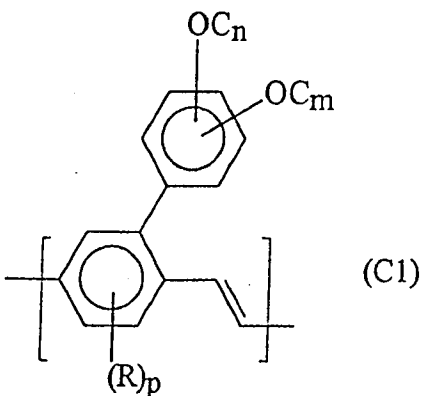


in which  $-\text{OC}_m$  and  $-\text{OC}_n$  are alkoxy groups, m and n are integers from

2 to 6 with  $m + n = 8$ ,  $p$  is 1, 2 or 3 and in which  $R$  is  $CN$ ,  $Cl$ ,  $F$ ,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^2)-$  or  $-N(R^2)CO-$ , and wherein  $R^1$  and  $R^2$  are the same or different and constitute a straight-chain branched or cyclic  $C_1-C_{20}$  alkyl group or together a  $C_1-C_{20}$  alkylene group, in which in  $C_1-C_{20}$   $C_2-C_{20}$  alkyl or  $C_1-C_{20}$  alkylene group one or more hydrogens are optionally substituted by  $F$  or a  $C_4-C_{12}$  aryl group and/or one or more non-adjacent  $-CH_2-$  units are optionally substituted by  $C_4-C_{12}$  arylene,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-COO-$ ,  $-OCO-$ ,  $-SO-$ ,  $-SO_2-$ ,  $-N(R^3)-$  or  $-N(R^3)CO-$ , and where  $R^3$  is  $C_1-C_{20}$  alkyl, or in which  $R$  is a  $C_4-C_{12}$  aryl group which may or may not be substituted;

said organic electroluminescent device being capable of providing a service life of at least 45 h when driven at a constant current, at an initial brightness of  $200 \text{ Cd/m}^2$ , and at an ambient temperature of  $80^\circ\text{C}$ ., said electroluminescent device also including a voltage source capable of providing a voltage sufficient to obtain said initial brightness of  $200 \text{ Cd/m}^2$ .

24. (New) Aryl-substituted poly-p-arylenevinylene comprising a repeating unit of the formula (C1),



in which  $-OC_m$  and  $-OC_n$  are alkoxy groups,  $m$  and  $n$  are integers from 2 to 6 with  $m + n = 8$ ,  $p$  is 1, 2 or 3 and in which  $R$  is  $CN$ ,  $Cl$ ,  $F$ ,  $CF_3$ ,  $NO_2$  or  $SO_3Z$  wherein  $Z$  is a monovalent cation, or in which  $R$  is  $-XR^1$  wherein the unit  $-X-$  represents a single bond,  $-O-$ ,  $-S-$ ,  $-CO-$ ,  $-$

COO-, -OCO-, -SO-, -SO<sub>2</sub>-, -N(R<sup>2</sup>)- or -N(R<sup>2</sup>)CO-;

wherein R<sup>1</sup> and R<sup>2</sup> are the same or different and constitute a straight-chain branched or cyclic C<sub>1</sub>-C<sub>20</sub> alkyl group or together a C<sub>1</sub>-C<sub>20</sub> alkylene group, in which in C<sub>1</sub>-C<sub>20</sub> alkyl or C<sub>1</sub>-C<sub>20</sub> alkylene group one or more hydrogens are optionally substituted by F or a C<sub>4</sub>-C<sub>12</sub> aryl group and/or one or more non-adjacent -CH<sub>2</sub>- units are optionally substituted by C<sub>4</sub>-C<sub>12</sub> arylene, -O-, -S-, -CO-, -COO-, -OCO-, -SO-, -SO<sub>2</sub>-, -N(R<sup>3</sup>) or -N(R<sup>3</sup>)CO-, and where R<sup>3</sup> is C<sub>1</sub>-C<sub>20</sub> alkyl, or in which R is a C<sub>4</sub>-C<sub>12</sub> aryl group which may or may not be substituted,

said aryl-substituted poly-p-arylenevinylene when incorporated in an active layer of an organic electroluminescent device having one or more active layers being effective to enhance the service life of said organic electroluminescent device to at least 45 h when said electroluminescent device is driven at a constant current, at an initial brightness of 200 Cd/m<sup>2</sup> and at an ambient temperature of 80°C.